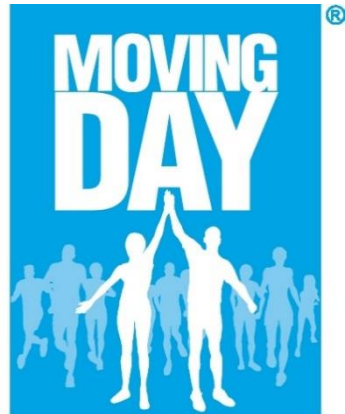


PEOPLE WHO MOVE CHANGE THE WORLD.®



JUNE 4, 2016
WASHINGTON, D.C.



Moving Day® DC - A Walk for Parkinson's Local Sponsorship Opportunities

Join the movement and position your company as an industry leader in the fight against Parkinson's disease.

National Headquarters:
National Parkinson Foundation
200 SE 1st Street, Suite 800
Miami, FL 33131

Event Contact:
Annie Long
National Manager, Signature Events
770.837.0403
along@parkinson.org

www.MovingDayDC.org

Moving Day®: A National Celebration of Movement

The National Parkinson Foundation's Moving Day® is a unique fundraising and awareness-raising event held in local communities across the United States. With a festival atmosphere and multiple engagement opportunities, Moving Day is not your traditional walk event. In addition to a family-friendly walk, participants will be encouraged to explore sponsor tents and participate in the event's signature Movement Pavilion featuring exercises all proven to help manage the symptoms of Parkinson's disease.

Moving Day® is designed to create greater awareness – not just of the importance of movement, but of Parkinson's itself, a movement disorder.



2016 Moving Day® DC Event Details

Saturday, June 4, 2016 at 9am

National Sylvania Theater (Washington Monument Grounds)

www.MovingDayDC.org

1,000+ participants are expected for the 2nd annual Moving Day® DC event.

Participants include Parkinson's patients, caregivers, families, friends, healthcare professionals, corporate leaders and teams who will join together to raise funds to support patient care and research initiatives to beat Parkinson's.

What Is Parkinson's Disease?

Parkinson's disease (PD) is caused by the deterioration of neurons in the brain that produce dopamine, an essential neurotransmitter that controls smooth, coordinated muscle function. When approximately 60-80% of dopamine-producing cells are damaged, motor symptoms of PD appear which can include: shaking or tremors, slowness of movement, stiffness or rigidity of the arms, legs or trunk and trouble with balance and falls.

An estimated 4-6 million people around the world suffer from Parkinson's disease. In the United States, 60,000 new cases are diagnosed each year, and approximately 1 million Americans currently live with PD. It is the 14th leading cause of death in the United States and the second most common neurodegenerative condition after Alzheimer's. The prevalence of PD will increase substantially in the next 20 years due to the aging of the population.

About the National Parkinson Foundation

At the National Parkinson Foundation (NPF), we make life better for people with Parkinson's through expert care and research. Everything we do helps people actively enjoy life with their friends, families, children and grandchildren until there is a tomorrow without Parkinson's.

Founded in 1957, NPF is a leading national organization with an extensive grassroots network of Centers of Excellence, chapters and support groups in the United States, Canada and internationally. Unique among the national Parkinson's organizations, NPF is the only organization with a **singular focus on improving the quality of care for people with Parkinson's disease**. Since 1982, NPF has funded more than \$189 million in care, research and support services.

At the core of our efforts is the NPF Center of Excellence network, a network of 41 leading academic medical institutions around the globe that deliver care to more than 50,000 Parkinson's patients; our 10 Care Consortium Centers; and our chapters and support groups in the United States. Through the Center of Excellence network, NPF creates a community dedicated to improving clinical care in Parkinson's disease. In each of our research, education and outreach programs, NPF is dedicated to promoting our passionate belief that the best care is a comprehensive approach that addresses the whole person and full range of symptoms.

Join the Movement

Local Sponsor Levels

Presenting Sponsor - \$25,000

- Event referred to as “Moving Day DC presented by [company name]”
- Opportunity to distribute branded materials at Moving Day
- Up to (2) 10’ x 10’ tents in a prominent location (provided by NPF)
- Opportunity to host a VIP networking tent at sponsored Moving Day site, including catered breakfast
- Podium time for company representative at Moving Day
- Logo placement on main Moving Day banners
- Logo placement on Moving Day website (www.MovingDayDC.org)
- Logo placement on Moving Day print collateral
- Logo placement on Moving Day t-shirts
- Logo placement on “thank you for registering” emails to all registrants
- Opportunity to include special message in Team Captain Event Email

Movement Pavilion Sponsor - \$15,000

- Company listed as “Official Movement Pavilion Sponsor”
- Opportunity to distribute branded materials at Moving Day
- 10’ x 10’ tent (provided by NPF)
- Logo placement on Movement Pavilion and Local Sponsors banners
- Opportunity to participate in Movement Pavilion activities and demonstrations
- Logo placement on Moving Day website (www.MovingDayDC.org)
- Logo placement on Moving Day print collateral
- Logo placement on Moving Day t-shirts
- Onstage acknowledgement during Moving Day
- Opportunity to include special message in Team Captain Event Email

Gold Sponsor - \$10,000

- Opportunity to distribute branded materials at Moving Day
- 10’ x 10’ tent (provided by NPF)
- Logo placement on Local Sponsors banner
- Logo placement on Moving Day website (www.MovingDayDC.org)
- Logo placement on Moving Day print collateral
- Logo placement on Moving Day t-shirts
- Onstage acknowledgement during Moving Day
- Opportunity to include special message in Team Captain Event Email

Silver Sponsor - \$5,000

- Opportunity to distribute branded materials at Moving Day
- 10’ x 10’ tent (provided by NPF)
- Logo placement on Local Sponsors banner
- Logo placement on Moving Day website (www.MovingDayDC.org)
- Logo placement on Moving Day print collateral
- Logo placement on Moving Day t-shirts
- Onstage acknowledgement during Moving Day

Bronze - \$2,500

- Opportunity to distribute branded materials at Moving Day
- Table in the Resource Pavilion tent at Moving Day
- Onstage acknowledgement during Moving Day

Corporate Walk Team: FREE

- Opportunity to form a corporate walk team with your colleagues, family and friends
- Team page created and available through the website at www.movingdaydc.org
- Teams that raise \$10,000 or more will receive a special Team Tent at Moving Day DC

In-Kind Donor Benefits:

- Logo placement on two in-kind donor signs to be placed along the route
- Opportunity to distribute product or coupons during 2016 Moving Day

****Corporate logo placement and event signage will be determined by the National Park Service.*



MOVING DAY® DC

A Walk for Parkinson's

SPONSORSHIP CONFIRMATION

WE ARE PROUD TO JOIN THE EFFORTS OF THE NATIONAL PARKINSON FOUNDATION.

We authorize the National Parkinson Foundation to include our corporate name and/or logo on all Moving Day materials consistent with our sponsorship selection. Please note that *corporate logo placement and event signage will be determined by the National Park Service.*

Please check preferred option:

Presenting Sponsor

Movement Pavilion Sponsor

Gold Sponsor

Silver Sponsor

Bronze Sponsor

We would like to offer in-kind support.

Recognition benefits will be given at the equivalent level of support.

We would like to form a corporate team. The team contact is: _____

AUTHORIZING NAME: _____

COMPANY NAME: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE: _____ FAX: _____

EMAIL: _____

SIGNATURE: _____

Our check is enclosed (*Payable to: National Parkinson Foundation*)

Please bill me

Please email, fax or mail this letter of intent to:

National Parkinson Foundation
200 SE 1st Street, Suite 800
Miami, FL 33131
Attn: Moving Day DC / Annie Long
